

Visitor Index ~ December 2016

The Visitor Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention & Visitors Bureau. Unless otherwise noted, the figures reflect activity and sales for the current month. Numbers reported reflect the most current information available to staff when compiled.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Impact	Hotel Sales (November)	\$29,151,289	\$24,588,311	18.6%	\$171,768,840	\$146,391,745	17.3%
Overall	Occupancy (November)*	72.6	72.5	0.1%	74.1	73.1	1.4%
	Average Daily Rate (November)*	\$157.39	\$145.38	8.3%	\$148.98	\$138.48	7.6%
	Demand (November)*	156,157	151,478	3.1%	1,736,515	1,639,130	5.9%
	Revenue Per Available Room (November)*	\$114.23	\$105.38	8.4%	\$110.45	\$101.28	9.1%
	Total Airport Passengers (November)*	72,164	62,038	16.3%	760,452	731,883	3.9%
	Group Tour Bookings by Industry Partners	43	63	-31.7%	198	244	-18.9%
Visitor Services	Asheville Visitor Center	12,490	12,859	-2.9%	127,941	123,287	3.8%
	Pack Square Park Visitor Center	n/a	n/a	n/a	4,150	3,195	29.9%
	Black Mountain Visitor Center	1,486	1,436	3.5%	17,595	15,433	14.0%
	Travel Guide Requests	906	1,164	-22.2%	11,306	12,498	-9.5%
Group Sales and Services	Sales Leads Issued	64	55	16.4%	367	385	-4.7%
	Room Nights Represented	14,162	10,844	30.6%	106,322	105,232	1.0%
	Person-to-Person Outreach	977	960	1.8%	5,559	5,036	10.4%
	Indirect Outreach	4,235	8,159	-48.1%	31,844	21,808	46.0%
	Leads Turned Definite	19	31	-38.7%	187	210	-11.0%
	Room Nights Represented	6,125	5,598	9.4%	40,767	38,182	6.8%
	Estimated Revenue	\$1,800,302	\$1,455,715	23.7%	\$9,638,764	\$7,537,362	27.9%
	Group Events This Month	12	19	-36.8%	234	231	1.3%
	Room Nights Generated	962	773	24.5%	24,183	20,277	19.3%
	Actualized Revenue	\$191,583	\$160,708	19.2%	\$5,683,484	\$4,121,231	37.9%
	Groups Serviced	13	11	18.2%	236	225	4.9%
Online Activity	ExploreAsheville.com Visits	279,962	234,142	19.6%	2,058,881	2,030,141	1.4%
	Mobile Site Visits	175,093	136,300	28.5%	1,303,566	1,125,405	15.8%
	Facebook Fans Added	4,806	3,983	20.7%	40,992	27,385	49.7%
	Video Views***	80,590	271,917	-70.4%	2,686,469	460,051	484.0%
	Online Reservations - Room Nights	52	92	-43.5%	374	718	-47.9%
	Online Reservations - Room Revenue	\$6,146	\$12,792	-52.0%	\$59,260	\$102,807	-42.4%
Public Relations	Publicity Value - Print & Broadcast **	\$99,582	\$381,673	-73.9%	\$1,582,856	\$1,105,597	43.2%
	Editorial Reach - Print & Broadcast **	4,231,422	19,454,018	-78.2%	67,655,158	68,726,753	-1.6%
	Publicity Value - Online **	\$113,758	\$117,587	-3.3%	\$1,310,441	\$741,391	76.8%
	Estimated Reach - Online **	119,195,325	179,081,229	-33.4%	1,713,157,708	1,165,218,615	47.0%
	Significant Placements **	69	55	25.5%	285	390	-26.9%
	Media Touchpoints / Interactions	45	30	50.0%	413	409	1.0%

* Year-to-date numbers reflect a 2016 calendar year. All other figures reflect a July 1, 2016 - June 30, 2017 fiscal year. ** Numbers are reflective of the previous month's clip report.

Occupancy, Average Daily Rate, Revenue Per Available Room and Demand figures provided by Smith Travel Research; Hotel Sales figures provided by the Buncombe County Finance Department.

*** Figures for Video Views represent all platforms, including YouTube, Vimeo, Daily Motion, Facebook, and Instagram.